

## Watertown Tourism Commission Meeting Minutes May 9 2024

The following Tourism Commission members were present via Zoom Meeting or in person at Watertown City Hall: Commission Members present; Cheryl Mitchell, Conrad Talaga, Peter Wright, Kristine Butteris  
Also present; Chamber of Commerce Executive Director Bonnie Hertel and Tourism Director Robin Kaufmann

1. The meeting was called to order by Peter Wright at 806 a.m.
2. Review & Approve April minutes. Motion to approve the minutes was made by Conrad Talaga and seconded by Kristine Butteris with the condition of updating the approval/second of the March minutes to note "Peter Wright made a motion to approve the minutes and Conrad Talaga seconded". The Commission voted to approve the April minutes.
3. Old Business:
  - a. Approve Financial Report: Motion to approve the April financials was made by Conrad Talaga and seconded by Kristine Butteris. The Commission moved to approve the financials.
  - b. Marketing Plan – review and act on marketing plan.
    1. Visitor Guides – We have a large supply of guides on hand and will be emphasizing distribution of them.
    2. Ad opportunities – Nothing new to present
  - c. Review and take possible action on mural restoration projects – Nothing new to report at this time
  - d. Discuss and take possible action on Watertown Riverfest objectives; Robin Kaufmann completed the new website build. The group is waiting for permit approvals from the City.
  - e. Discuss Hotel stay updates – March Final occupancy was as follows: National 63.7%, Wisconsin South 43.2%, Local Market 34.4%  
April approximate numbers are as follows: Local Market 38.02%  
June weekends should be near full occupancy for the local market. The RNC has not had much of an impact on the local market as of today.
  - f. Discuss and take possible action on purchase of digital billboard displays: Digital billboards are available on North and Southbound Hwy 26 and on I-94. The ads run 8 seconds, content can be rotated, and we can sell/allow ad content to other Watertown entities. At least 3 Watertown entities have expressed interest. I-94 ads would cost \$693/month with a yearly contract.  
Conrad Talaga made a motion to approve the funds and Peter Wright seconded the motion. The Commission voted to approve the motion.
4. New Business
  - a. Review and take action on Certificate of Deposit investment: The Commission has the opportunity to move 20,000 out of the checking account and \$15,000 out of the savings account to purchase a 6-month CD at 5% interest. Peter Wright made a motion to approve the transfer of funds and Conrad Talaga seconded the motion. The commission voted to approve the motion.
  - b. Review Manager's report of previous month's tasks: Attached
  - c. Commission members' report.  
May 2-4 hotels will be busy with Maranatha's graduation and a baseball tournament. May 24-25 Luther Prep will have graduation and Midwest Masters is hosting a Disc Golf tournament. The town square will have its birthday bash on 5/18. The town square will host a Boy Band concert. Leadership Watertown will tackle a landscaping project at the Octagon House.

Adjournment – Motion to adjourn the meeting at 850 am was made by Kristine Butteris and seconded by Cheryl Mitchell

Agenda items:

A reminder from Robin to have all requests for additions to the next meeting’s agenda to her by Tuesday, the week before the meeting.

The next meeting will be at 8:00 am June 20 2024, via Zoom or you may attend in person in the lower floor at Watertown City Hall

NOTE: These minutes are uncorrected, and any corrections made thereto will be noted in the proceedings at which these minutes are approved.

Submitted by,  
Cheryl Mitchell, Secretary

Manager’s Report – April

Social Media Report

Facebook: 82 new followers (Post reach 113,476)

Visitwatertownwi.com: 624 Users

Instagram: (1044 followers)

- ☐ Regularly posted to social media (Watertown, Jefferson County, Watertown Riverfest)
- ☐ Represented Tourism at Wake up Watertown
- ☐ Continued Tourism Guide distribution
- ☐ Attended Bentzin Family Town Square Grand Opening planning meetings
- ☐ Attended Watertown Riverfest weekly meetings
- ☐ Completed 2022 annual report for Department of Revenue
- ☐ Coordinated check passing photo with Watertown Riverfest
- ☐ Represented Tourism at Collaboration Group meeting
- ☐ Attended Main Street Promotions Committee meeting
- ☐ Visited businesses/events to take photos for future promos:
  - o Sake House
  - o Ready to Dance
  - o Watertown Greenhouse
  - o Ebert’s Greenhouse Village